



WEWS

ORDER

Print Date 10/22/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision **296413 /** Product **Candidate. 10.31.12-11.6.12**

Original Date / Revision Agency Com 15%

05/02/12 10/22/12 Billing Contact

Advertiser **Renacci / Republican / Cong**
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Buying Contact Sales Office EWSDC
815 Slaters Lane Sales Region NAT
Alexandria, VA 22314 Agency Ref

Order Sep 00:20:00

Estimate # **2542**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	49	\$45,220.00	\$53,200.00	0.00
Totals	49	\$45,220.00	\$53,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	49	\$45,220.00	\$53,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	10/31/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			6			\$650.00		0.00			
Week:		11/05/12	11/11/12	MT-----			4			\$650.00		0.00			
E 2	WEWS	10/31/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	10	\$7,000.00



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Contract / Revision **296413** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 05/02/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Candidate. 10.31.12-11.6.12** Estimate # **2542**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEWS	10/31/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$700.00		0.00						
Week:		11/05/12	11/11/12	MT-----	4		\$700.00		0.00						
E 3	WEWS	11/03/12	11/03/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$550.00		0.00						
E 4	WEWS	10/31/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M-WTF--	:30	2	\$1,200.00	P-2	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	6		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	2		\$1,200.00		0.00						
E 5	WEWS	10/31/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M-WTF--	:30	1	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$1,800.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,800.00		0.00						
E 6	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,200.00		0.00						
E 7	WEWS	10/31/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-WTF--	:30	3	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
7	WEWS	10/29/12-11/04/12		M-F 7-730p	7-730p		--WThF----	:30	(\$1,000.00)	0.00	NM				
Credited															
[spots will be added to end of contract]															
8	WEWS	10/29/12-11/04/12		M-F 7-730p	7-730p		--WThF----	:30	(\$1,000.00)	0.00	NM				
Credited															
[spots will be added to end of contract]															
9	WEWS	10/29/12-11/04/12		M-F 7-730p	7-730p		--WThF----	:30	(\$1,000.00)	0.00	NM				
Credited															
[spots will be added to end of contract]															
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
10	WEWS	11/05/12-11/11/12		M-F 7-730p	7-730p		M-----	:30	(\$1,000.00)	0.00	NM				
Credited															
[spots will be added to end of contract]															
E 8	WEWS	10/31/12	11/05/12	M-F 730-8P M-F 730-8P	CM	730-8p	M-WTF--	:30	3	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$1,000.00		0.00						



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Print Date: 10/22/12

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Contract / Revision **296413** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 05/02/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Candidate. 10.31.12-11.6.12** Estimate # **2542**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	WEWS	10/31/12	11/05/12	M-F 730-8P M-F 730-8P	CM	730-8p	M-WTF--	:30	3	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	WEWS	10/29/12-11/04/12		M-F 730-8P		730-8p	--WThF----	:30		(\$1,000.00)		0.00	NM		
Credited [spots will be added to end of contract]															
8	WEWS	10/29/12-11/04/12		M-F 730-8P		730-8p	--WThF----	:30		(\$1,000.00)		0.00	NM		
Credited [spots will be added to end of contract]															
9	WEWS	10/29/12-11/04/12		M-F 730-8P		730-8p	--WThF----	:30		(\$1,000.00)		0.00	NM		
Credited [spots will be added to end of contract]															
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	WEWS	11/05/12-11/11/12		M-F 730-8P		730-8p	M-----	:30		(\$1,000.00)		0.00	NM		
Credited [spots will be added to end of contract]															
E 9	WEWS	10/31/12	11/05/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	M-WTF--	:30	1	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$2,400.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,400.00		0.00						
E 10	WEWS	10/31/12	11/05/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	M-WTF--	:30	3	\$750.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$750.00)		0.00	NM		
Credited [spots will be added to end of contract]															
8	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$750.00)		0.00	NM		
Credited [spots will be added to end of contract]															
9	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$750.00)		0.00	NM		
Credited [spots will be added to end of contract]															
Week:		11/05/12	11/11/12	M-----	1		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	WEWS	11/05/12-11/11/12		M-F 1135p-1202a Nightline		1135p-1207x	M-----	:30		(\$750.00)		0.00	NM		
Credited [spots will be added to end of contract]															
N 11	WEWS	10/31/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	M-WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	M-WTF--	3		\$1,200.00		0.00						
N 12	WEWS	10/31/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	M-WTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	M-WTF--	2		\$1,200.00		0.00						
N 13	WEWS	10/31/12	11/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



WEWS

Print Date: 10/22/12

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Contract / Revision **296413** Flight Dates **10/31/12-11/06/12** Hiatus Dates
Original Date / Revision 05/02/12/ 10/22/12 Order Sep 00:20:00
Advertiser **Renacci / Republican / Con** Product **Candidate. 10.31.12-11.6.12** Estimate # **2542**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WEWS	10/31/12	11/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$1,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 14	WEWS	10/31/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M-WTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/12	11/06/12	M-WTF--		4				\$1,000.00		0.00			
Totals														49	\$53,200.00